







# SE-KE and the BEAVER





J. S. FERGUSON,

LONDON, ONT.



# SE-KE and the BEAVER

Published by  
The Seaman Kent Co<sup>l</sup><sup>td</sup>  
Wallace Ave.  
Toronto.







In the day of the  
oldest inhabitant  
Se-Ke the Indian lived  
in his rough tent of  
poles on which were  
hung the skins of Deer.

The tent was cold, the  
roof was not a good one,  
and when the rains came  
the ground was wet,  
also the feet of Se-Ke  
became cold and wet.



"Beaver Brand" is made by the largest Hardwood  
Flooring Manufacturers under the British Flag.



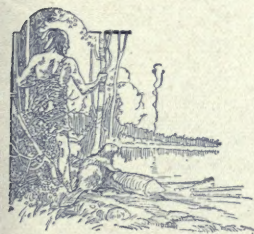




And the friends of  
Se Ke gave him advice  
The Fox and the Bear  
told him of their  
caves and holes in  
the ground and the  
Owl of his perch on  
the tree. But Se-Ke  
said "I will live in my  
own house, but I  
wish that my feet  
were dry".



"Beaver Brand" is both end and side matched. It  
is perfectly made and makes a perfect floor.



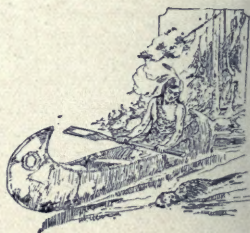




Then as Se-Ke walked  
by the River he met  
the Beaver, and to him  
he told his troubles  
Then said the Beaver  
"Behold the little trees  
that I have cut down  
Lay them close to  
gether in your tent  
that they may come  
between your feet  
and the wet ground"



The value and comfort of your house are both  
increased by "Beaver Brand" Hardwood Flooring.







Then did Se-Ke take the poles which the Beaver had cut and laid them in his tent even as the Beaver had said. Then said Se-Ke to the Beaver "To you is the credit due, therefore shall this floor be called for evermore  
"The Floor of the Beaver"



There is no more perfect Flooring made than  
"Beaver Brand." No home complete without it.



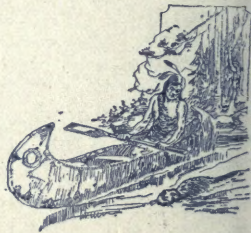




And in a later day,  
when Se-Ke walked  
no more by the river,  
Sea-Ken, his descend-  
ant swung his axe in  
the Forest. And in  
his house he laid  
upon the ground  
rough timbers which  
made for him a floor  
and he also called it  
"The Floor of  
the Beaver"



Upstairs and downstairs "Beaver Brand" Hardwood  
Flooring lightens your work and insures your  
comfort.







And the years passed  
by, and the descend-  
ants of Sea-Ken made  
for themselves floors  
of the soft woods  
of the Forest  
And their children  
played upon them,  
and the little insects  
also lived in the spaces  
which were between  
the pieces of the floor.



"Beaver Brand" Flooring is made by experts from  
the choicest materials. Order it by name.





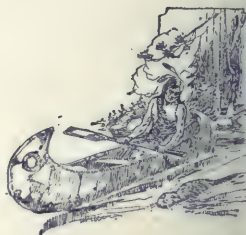


See now - more years  
have passed and men  
called carpenters, with  
tools of sharpened steel  
lay floors of soft wood  
better than of old.

Yet are there still  
spaces, and the dust  
of the ground lies in  
the spaces, and the  
little insects also  
thrive in the dust.



Quarter-cut or plain oak downstairs; beech, birch  
or maple upstairs. All "Beaver Brand."







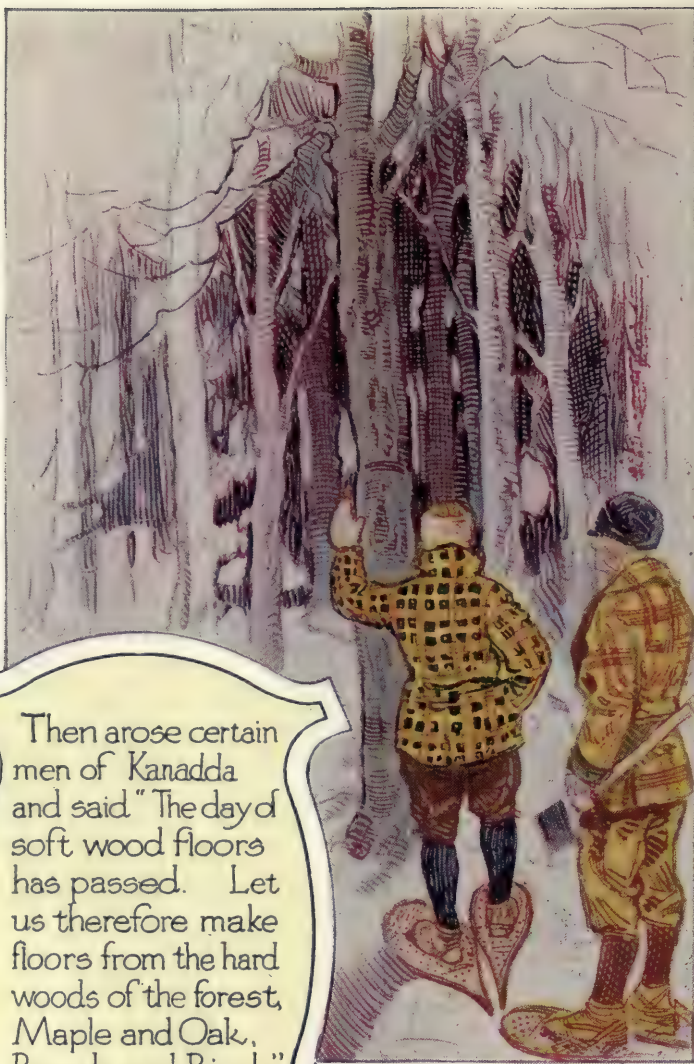
And in a later day  
our forefathers  
looked upon their  
floors and said  
"Let us cover  
them with rugs  
and carpets, that  
their defects may  
not be seen".



"Beaver Brand" is so perfectly matched that you  
can lay it yourself if you want to.



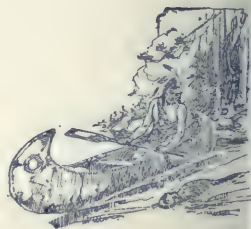




Then arose certain  
men of Kanadda  
and said "The day of  
soft wood floors  
has passed. Let  
us therefore make  
floors from the hard  
woods of the forest,  
Maple and Oak,  
Beech and Birch."



"Beaver Brand" is made by the largest Hardwood  
Flooring Manufacturers under the British Flag.



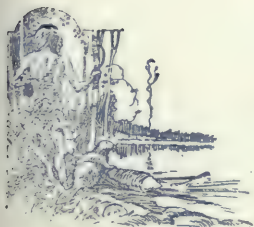




And the men of  
Meaford built them  
a Mill and from the  
choice hardwoods  
made flooring,  
each piece of which  
fitted every other  
piece - thus —→  
And the name of  
the flooring was  
"Beaver Brand."



"Beaver Brand" is both end and side matched. It  
is perfectly made and makes a perfect floor.







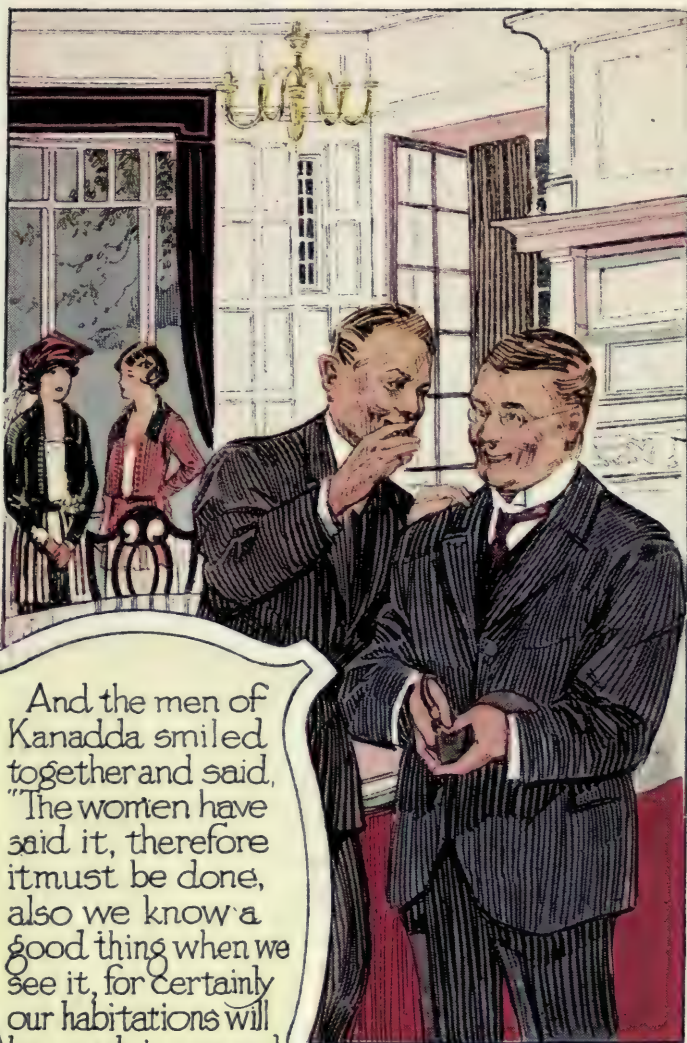
Then arose the  
women of Kanadda  
and said to their  
husbands - "We  
have too much  
to do, therefore  
give us through-  
out our homes  
"Beaver Brand"  
Hardwood Flooring,  
and that right  
quickly."



The value and comfort of your house are both  
increased by "Beaver Brand" Hardwood Flooring.







And the men of  
Kanadda smiled  
together and said,  
"The women have  
said it, therefore  
it must be done,  
also we know a  
good thing when we  
see it, for certainly  
our habitations will  
be much increased  
in value thereby."



There is no more perfect Flooring made than  
"Beaver Brand." No home complete without it.



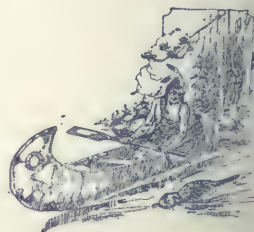




And they telephoned to the Seaman Kent Company, whose number is Junction 1460 and who sent to them books and folders which showed the value and beauty of Beaver Brand Hardwood Flooring



Upstairs and downstairs "Beaver Brand" Hardwood Flooring lightens your work and insures your comfort.



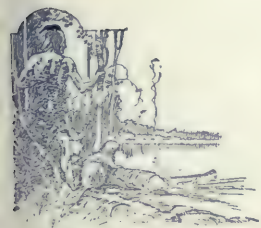




And they laid  
Beaver Brand  
Hardwood Flooring  
in their homes  
and also in their  
offices, factories  
and warehouses  
and they found  
it very good.  
And the work in  
their homes was  
cut in half



"Beaver Brand" Flooring is made by experts from  
the choicest materials. Order it by name.



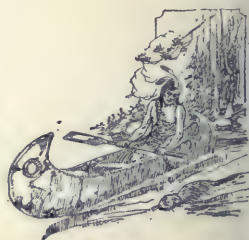




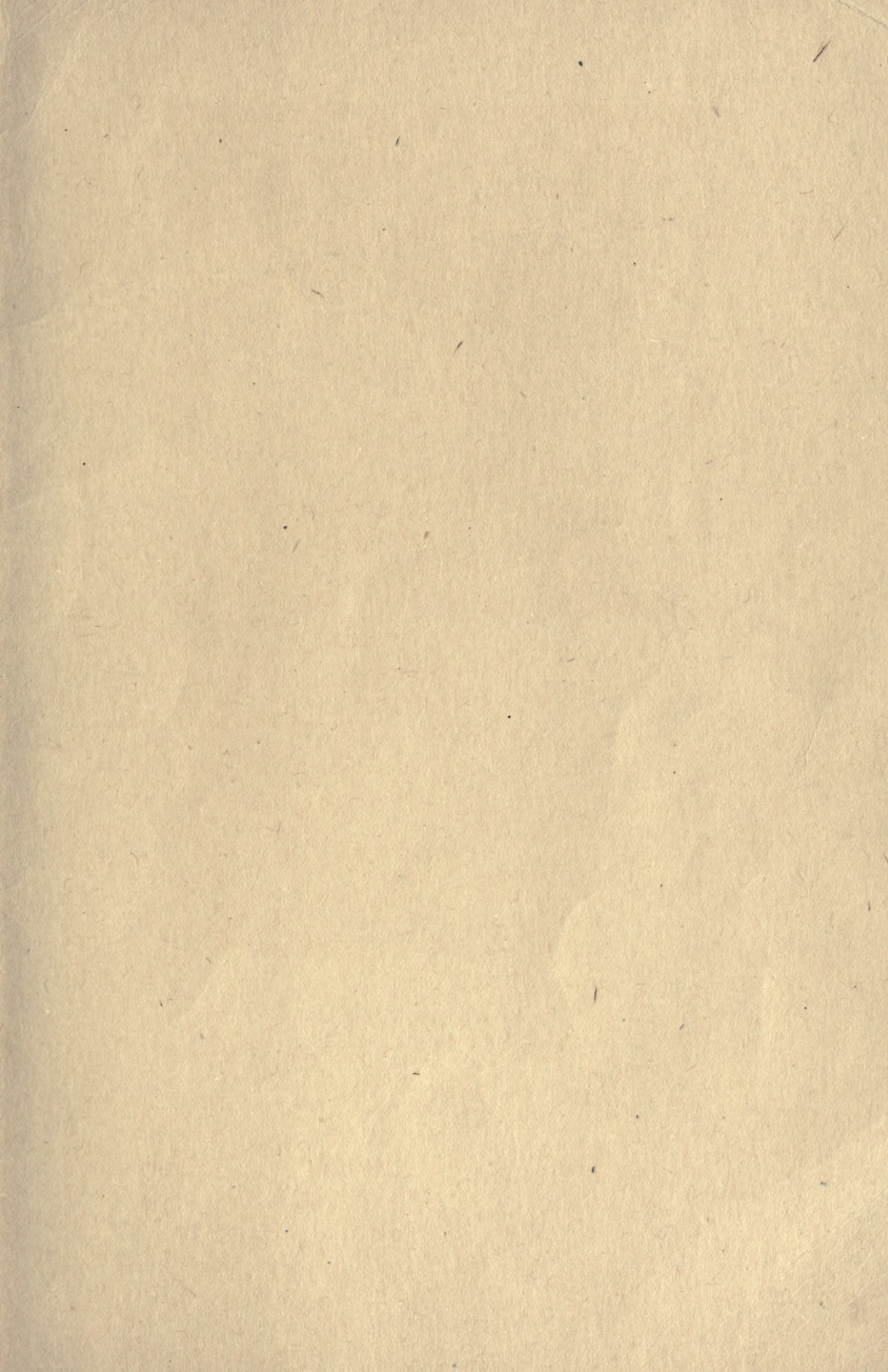
It is a far cry  
from Se-Ke, the  
Indian and the  
poles of the  
Beaver to the  
perfect and  
beautiful  
"Beaver Brand",  
the floor which  
cannot be ex-  
celled.



Quarter-cut or plain oak downstairs; beech, birch  
or maple upstairs. All "Beaver Brand."









DESIGNED AND EXECUTED BY  
SATURDAY NIGHT STUDIOS





